

**IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF TEXAS
MARSHALL DIVISION**

BENEFICIAL INNOVATIONS, INC.,

Plaintiff,

vs.

BLOCKDOT, INC., a Texas Corporation;
CAREERBUILDER, LLC., a Delaware
corporation; CNET NETWORKS, INC., a
Delaware corporation; DIGG, INC., a
Delaware corporation; EBAUM'S WORLD,
INC., a New York corporation; JABEZ
NETWORKS, INC., a Tennessee corporation;
THE NEW YORK TIMES COMPANY, a
New York corporation; THE WASHINGTON
POST COMPANY; a Delaware Corporation;
THE WEATHER CHANNEL
INTERACTIVE, INC., a Georgia
corporation,

Defendants.

CASE NO. 2:07-cv-263 (TJW/CE)

Notice of Appearance

NOTICE OF APPEARANCE

Notice is hereby given that the undersigned attorney, Gregory S. Dovel, enters his appearance in this matter as counsel for Plaintiff Beneficial Innovations, Inc. for the purpose of receiving notices and orders from the Court.

DATED this 25th day of July, 2007.

Respectfully submitted,

By: /s/ Gregory S. Dovel
Gregory S. Dovel

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ATTORNEYS FOR PLAINTIFF BENEFICIAL
INNOVATIONS, INC.

CERTIFICATE OF SERVICE

I hereby certify that all counsel of record who are deemed to have consented to electronic service are being served this 25th day of July, 2007, with a copy of this document via the Court's CM/ECF system per Local Rule CV-5(a)(3). Any other counsel of record will be served by electronic mail, facsimile transmission and/or first class mail on this same date.

/s/ Gregory S. Dovel